



**The 9<sup>th</sup> UNWTO/PATA Forum on  
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# 桂林旅游—从“观光”到“体验”？ Guilin Tourism—from “Sightseeing” to “Experience”？

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# 桂林旅游：从体验到观光，现在又要从观光到体验

Guilin Tourism—from “Experience”  
to “Sightseeing” , now trying to from  
“Sightseeing” to “Experience”

# Tourism Development in Yangshou

- Foreign tourists discovered Yangshuo



Foreign tourists help to rebuild the West Street



The West Street ,Yangshuo, 1999



# Tourism Development in Yangshou



Lijiang River, Yangshuo





# Tourism Development in Yangshou



Mom Moon

- Communities participation: the elite in Yangshuo



Lisha



# Tourism Development in Yangshou

## ■ Popular tourist destinations



The West Street



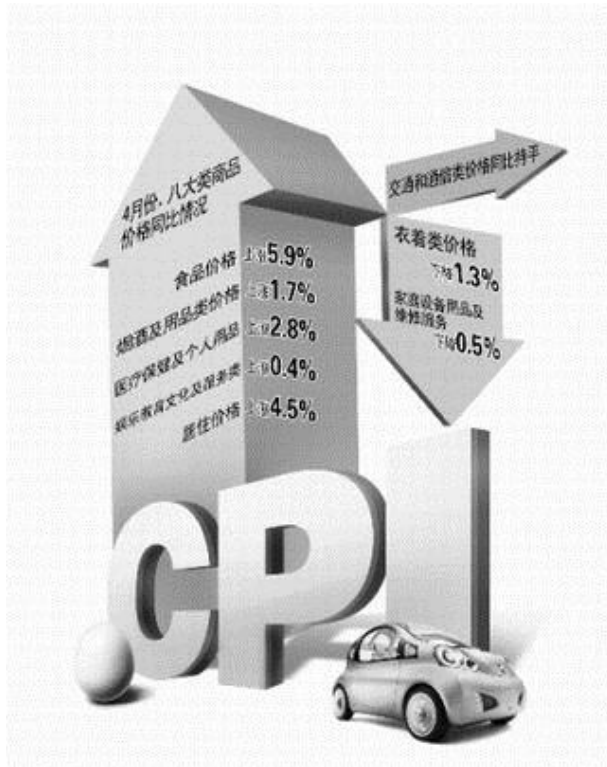
Lijiang River



# Tourism Development in Yangshou

## Problem Arising

- Inflation
- Crowded
- Pollution



# Tourism Development in Yangshou

## ■ Over Commercialization

The Past West Street



The West Street Now!





# Yangshuo Observatory for Sustainable Tourism Development



- Foundation-laying ceremony of Yangshuo Observatory for Sustainable Tourism Development by UNWTO in 2005



# Yangshuo Observatory for Sustainable Tourism Development



- The Completion Ceremony of Yangshuo Observatory for Sustainable Tourism Development by UNWTO in 2009





# Yangshuo Observatory for Sustainable Tourism Development



- Taleb D. Rifai, UNWTO Secretary Visiting Yangshuo Observatory for Sustainable Tourism Development in 2009

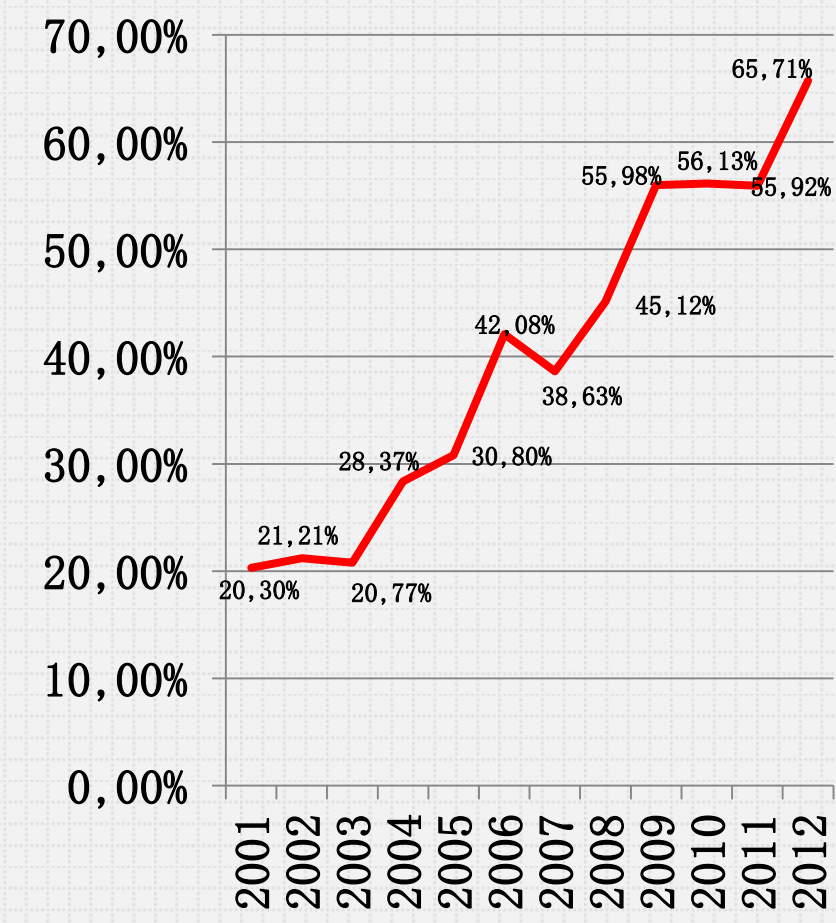




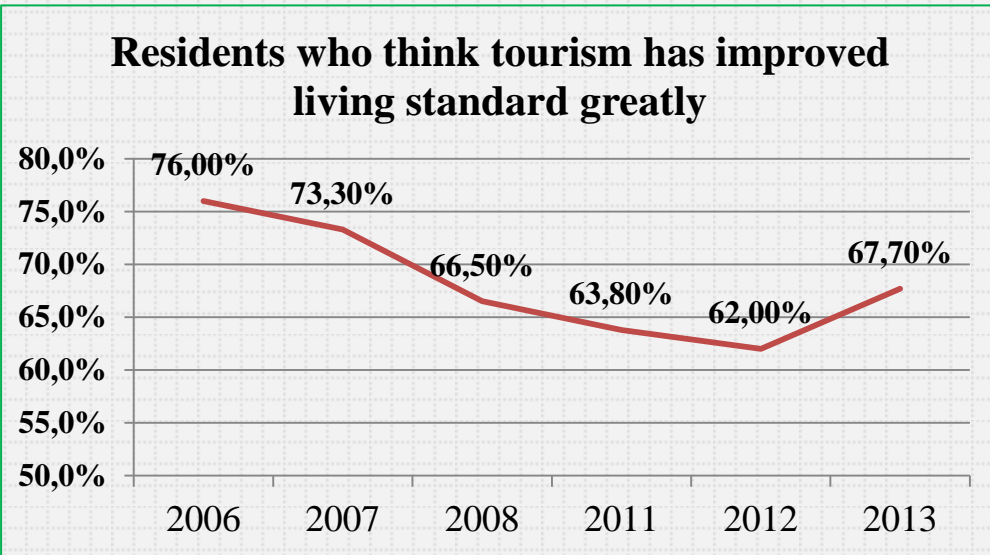
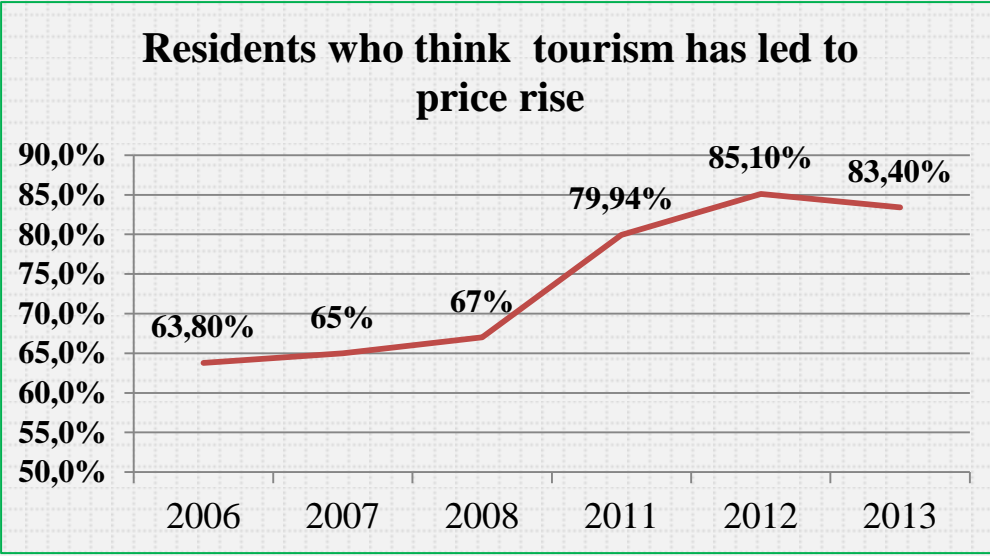
# Tourism and Economy

- **Positive effects :**

Tourism's contribution to GDP of Yangshuo;  
Development of industry and commerce;



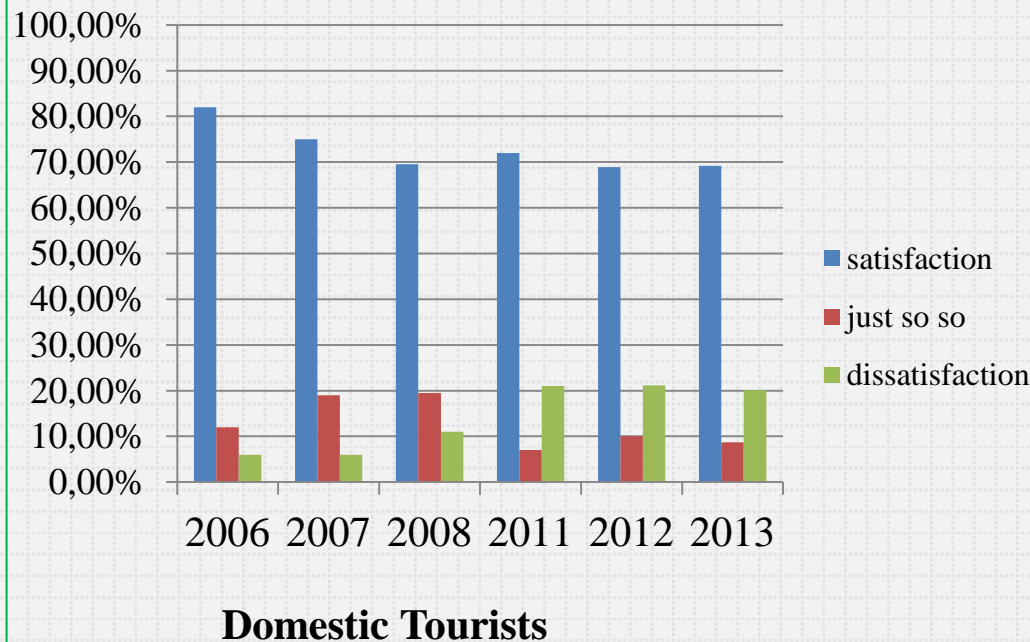
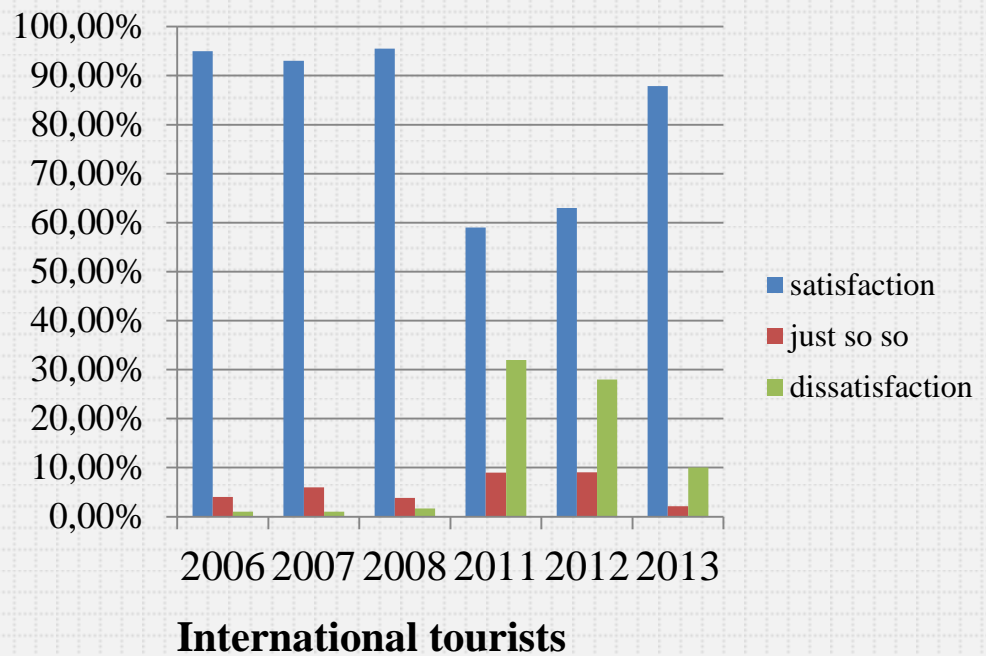
- **Negative effects :**  
Over commercialization  
Price raising



# Tourism and Economy

## ■ Tourist satisfaction

□ Overall, international tourists' satisfaction level is higher than national tourists;



□ Dissatisfaction level has increased.



# 对阳朔游客群体文化的影响

西方自助游客充当着“先锋旅游者”。西方自助游客是主要消费群体。



国内游客比重逐渐增加，国内游客是主要消费群体。

- 不倾向于以赢利为主要目的
- 高尚的旅游文化和旅游行为
- 尊重社区，强调与社区互动
- 先进的经营技术和管理模式
- 了解西方文化，外语沟通顺畅

- 倾向于以赢利为主要目的
- 不良的旅游文化和旅游行为
- 并不重视与社区的互动
- 缺乏创新的经营管理
- 熟悉中国文化，外语沟通障碍



总体上，阳朔以西方文化为核心氛围的环境正在被大量涌入的国内游客破坏，旅游者心目中那块神秘的“西方文化飞地”正在消退.....



# Sustainable Tourism Indicators

## Indicators Warning

- Yangshuo's economy is getting dependent on tourism increasingly
- Yangshuo residents' negative perception of tourism and economic development has been increasing.
- Overall tourist dissatisfaction of Yangshou has also been increasing.



# What is important?

- Good Management!



*Thank  
You!*

A hand holding a blue pen is shown writing the words 'Thank You!' in a cursive script on a white rectangular tag. A vibrant red ribbon is tied in a bow around the top left corner of the tag, with a small gold ring visible where the ribbon loops. The ribbon extends downwards and to the left, creating a graceful curve. The background is a light gray with a fine, dotted grid pattern.